

Amendments to the Specification:

Please replace paragraph [0041] with the following amended paragraph:

[0041] The rules engine 130 receives information from both the candidate offerings database 122 and a ~~customer~~targeted recipient profile record 120. Based on a set of offering rules, the rules engine 130 uses the ~~customer~~targeted recipient profile record 120 to identify a set of selected offerings for a particular ~~customer~~targeted recipient. The assets for each selected offering are acquired from the asset database 125 and a catalogue specification file 135 is produced for each ~~customer~~targeted recipient profile record 120. Among the tasks assigned to the rules engine 130 are to:

- Apply catalogue rules to determine whether a ~~target-targeted~~targeted recipient will receive a customized catalogue for a particular campaign.
- Apply offering rules to a set of candidate offerings to produce a set of selected ~~offerings--offerings.~~
- Apply a set of ranking rules to each of the selected offerings to determine its relevancy ranking by which the selected offering is qualified to be included in a customized catalogue and, if included, allocated space and position within the customized catalogue.
- Apply the set of offering rules to acquire the appropriate copy and graphic “assets,” and apply the set of page allocation rules and the layout rules to place the acquired assets into the allocated category or subcategory pages.
- Compose all text in a ~~customer~~targeted recipient’s language of choice (determined by reference to that ~~customer~~targeted recipient’s profile record 120) where the asset database comprises copy for all offerings in that language.
- Include into the format of the catalogue, in addition to the product-selection pages, any special sections (front and back covers, order forms, company and third-party ads, fillers, etc); and

Appl. No. : 10/625,999
Amendment Dated August 9, 2006
Response to Office Action Mailed May 9, 2006

Express Mailing Label:
EV 873497543 US

- Create a detailed customized catalogue specification (in PPML, XML or Postscript, for example) that can be used by, or converted into a final form to drive one or more digital color presses.